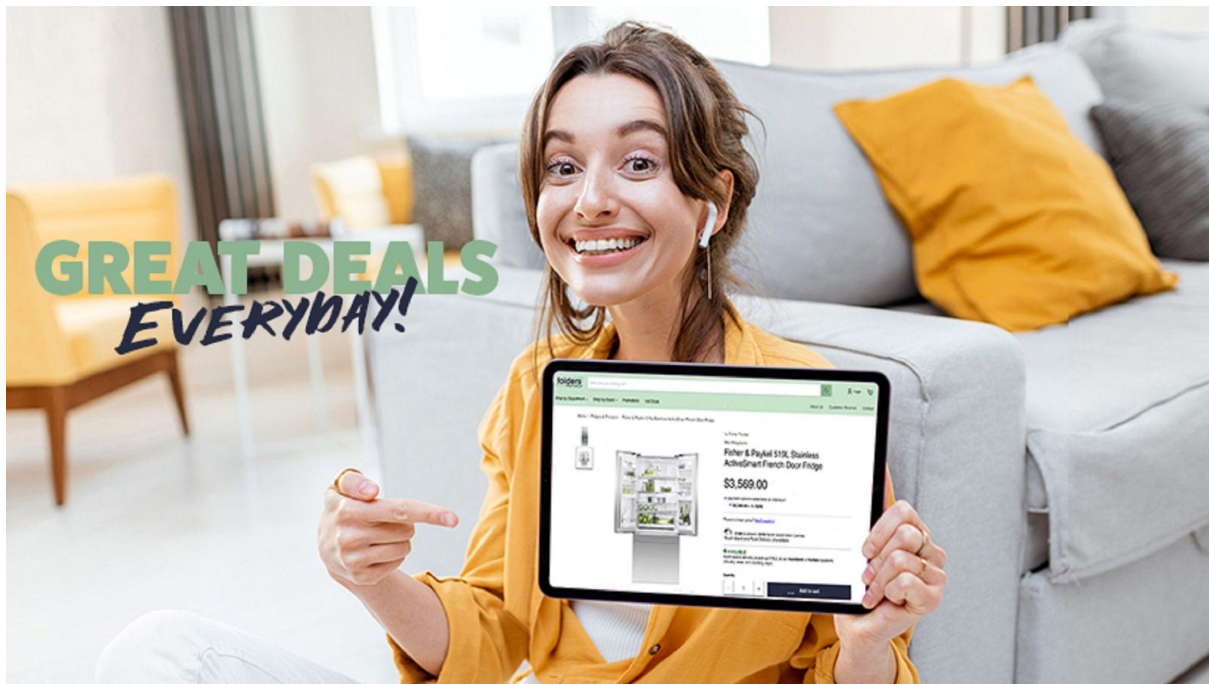




Folders is a family owned independent NZ retailer (See our about us page: <https://folders.co.nz/pages/folders-about-us>) offering a huge range of quality products including furniture, home appliances, electronics, kitchenware, office supplies, and more. Our 1000sqm. show room (The largest of its type in our region) is located in a small rural town called Kaitaia at the top of New Zealand. With limited local population we decided to expand online and this has proven successful with 65% + turnover now online.

Initially we relied on Google ads and with a 17:1 Roas was very successful. Since the COVID aftermath the ROAS has slipped to 9 so SEO has become more important. Our competition are mainly large corporates with DR 45-50+. Our Ahref DR is 27-28 and need to increase it. We now have two collection centres in the largest city in NZ, Auckland, and as our revenue grows, more are planned in other centres.

We are known for everyday low prices and excellent service by our existing customer base. Our customer service is accessible and fast. You talk to a real person that is trained, knowledgeable, and can make decisions on the spot - no soft hold music for hours.

Folders combines the convenience of online shopping with the reliability of a local business. Whether you're furnishing a home, upgrading appliances, or shopping for essentials we want to build Folders in to a high profile destination.

Our competitive advantage to compete with the corporate retailers is our ability to utilise technology to automate content provision and maintain dynamic price competitiveness. With a team of half a dozen people we can emulate the activities of a team of a two hundred employed by a corporate. We currently range around 20,000 products and intend to increase this to 100,000 using the same level of resource and overhead.

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- [Blogger](#)
- [Behance](#)
- [Feeder](#)
- [Github](#)
- [Gravatar](#)

- [Talk.plesk](#)
- [Evernote](#)
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